# Interactive Dashboard

1.  **Month of Date Filter (Left Panel)**

    - A checkbox filter for:
        o   January
        o   February (selected)
        o   March
    - It allows users to focus on sales data for a particular month.

2.  **Weekday of Date Filter (Right Panel)**

    - A checkbox filter for:
        o   Sunday (selected)
        o   Saturday (selected)
        o   Monday to Friday (unselected)
    - It helps users analyze weekend-specific trends.

## Visual Elements

### 1. Area Chart (Top Left)

- Compares **quantities sold** per day by **product line**.
- **Electronic accessories** and **Sports and travel** show high weekend sales in February.
- Highlights fluctuations in product sales volume over time.

### 2. Line Chart (Top Center)

- Shows changes in gross income over the Sundays and Saturdays of February.
- Gross income peaked on the 17th, indicating a strong sales day.

### 3. Bar Chart (Top Right)

- Sports and Travel has the highest unit price (~600).
- Health and Beauty has the lowest (~150).
- Allows comparison of pricing strategies across product lines.

## 4. Waterfall Chart (Bottom Left)

- Shows how each product line contributes to cumulative sales.
- Electronic accessories and Fashion accessories contribute early gains.
- Grand Total bar summarizes overall performance.

## 5. Bubble Chart (Bottom Center)

- Larger bubbles indicate high-selling products (e.g., Food & Beverages).
- Health and Beauty has the smallest impact.
- Combines multiple variables in one visual.

# Overall Insights

- Best-selling Products: Electronic accessories and Fashion accessories.
- Top Revenue Days: Mid-month weekends (e.g., 17th February).
- High Unit Price: Sports and travel category.
- Customer Behavior: Higher sales activity during weekends.

**This dashboard is well-suited for managers or analysts looking to:**

- Monitor sales trends
- Identify high-performing product lines
- Adjust pricing or marketing strategies based on time and customer buying patterns

# Dashboard :



## Sales Analysis Dashboard